



CITY OF ANNISTON, ALABAMA

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CITY MANAGER

Steven Folks

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JACKSON HODGES, PUBLIC INFORMATION OFFICER - CITY OF ANNISTON

4309 MCCLELLAN BLVD, ANNISTON, AL 36206 - WWW.ANNISTONAL.GOV

JHODGES@ANNISTONAL.GOV - (256)-846-2044

MAIN STREET ANNISTON | PARTNERSHIP WITH DOWNTOWN STRATEGIES

ANNISTON, AL – Anniston, Alabama has engaged Downtown Strategies, a division of Retail Strategies, as its downtown revitalization partner. Downtown Strategies will perform a Strategic Visioning Workshop with downtown stakeholders and create a strategic plan on behalf of the community. This partnership also includes a market and retail analysis evaluating the market area.

“Anniston is committed to investing in our downtown area,” said Steven Folks, city manager of Anniston. “We want to continue to build a downtown community that supports small business growth, development, and other downtown initiatives. Downtown Strategies has the same vision in mind for their client communities. Anniston feels confident that this will be an ideal partnership to further our downtown progress.”

“In 2014, one of the goals set forth by the city’s strategic plan was to create a downtown specific plan; we will now accomplish that goal. As the new director for Main Street Anniston, I felt it best to begin work on a short-range, strategic plan right from the start. Main Street Anniston is a designated community of Main Street Alabama, this means that our focus is on the Economic Vitality, Design, Promotion, and Organization of our Historic Downtown Noble and West 15th Districts. These four pillars of transformation will be complemented by Downtown Strategies’ execution of a market and real estate analysis. A customized five-year Strategic Plan will then be developed with specific strategies focused on policy, design, tourism, and economic catalyst opportunities for our Main Street areas. The right plan will provide our area with clear and attainable goals over the course of the next 5 years, and serve as a point of unity for our community’s collective vision for our main street,” said Jackson Hodges, Main Street Anniston Director.

“The city of Anniston has an expanding and resurgent downtown located in the community,” said Jenn Gregory, president of Downtown Strategies. “Downtown Strategies is excited to build off the city’s momentum to deliver key analytics and a strategic plan customized to Anniston. Our team will work with Anniston’s business owners and city leaders to formulate creative solutions for the community. We applaud the city leadership for working towards continued progression in the downtown area and subsequently Anniston as a whole.”

About Downtown Strategies

Downtown Strategies, a division of Retail Strategies, specializes in downtown revitalization, placemaking, strategic visioning and planning, community engagement, and development for the purpose of enhanced economic vitality and social wellbeing for communities and their citizens. To learn more, visit Retail Strategies online at: www.retailstrategies.com.



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